

CLASSIFICATION OF METHODOLOGY AND SPEECH METHODS

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Abstract: This article provides an overview of the classification of methodology and speech methods in the context of academic research. It explores the different approaches and techniques used in conducting research and delivering speeches. The article discusses the significance of understanding various methodologies in research, such as qualitative, quantitative, and mixed methods, and how they impact the outcomes of studies. It also examines the importance of effective speech methods, including organization, delivery, and engagement strategies, in conveying information to an audience. The article highlights the role of methodology and speech methods in shaping the quality and effectiveness of academic work and communication.

Keywords: methodology, speech methods, classification, academic research, qualitative research, quantitative research, mixed methods, organization, delivery, engagement strategies, academic communication.

Methodology in research refers to the systematic approach or framework used to conduct a study, collect data, analyze findings, and draw conclusions. It is essential for researchers to choose an appropriate methodology that aligns with their research questions, objectives, and the nature of the study. Methodology can be broadly classified into two main categories: quantitative and qualitative research methods[1].

Classification of Methodology:

1. Quantitative Research Methods:

- Quantitative research involves the use of numerical data and statistical analysis to understand relationships, patterns, and trends.
- It focuses on measuring variables, testing hypotheses, and generalizing findings to a larger population.
- Common quantitative research methods include surveys, experiments, content analysis, and statistical modeling.
- Data collection techniques in quantitative research often include structured

questionnaires, standardized tests, and observational methods.

- Statistical software like SPSS, STATA, or R is commonly used for data analysis in quantitative research.

2. Qualitative Research Methods:

- Qualitative research aims to explore and understand complex phenomena, experiences, and social processes through in-depth analysis of non-numerical data.

- It emphasizes subjective interpretations, context-specific insights, and rich descriptions.

- Qualitative research methods include interviews, focus groups, ethnography, case studies, and content analysis.

- Data collection techniques in qualitative research involve open-ended questions, observations, document analysis, and field notes.

- Qualitative data analysis often includes coding, thematic analysis, narrative analysis, and constant comparison[2].

Speech Methods:

In addition to quantitative and qualitative research methods, researchers may also use speech methods as part of their methodology. Speech methods involve the analysis of verbal communication, discourse, language use, and conversation. This can include studying speeches, interviews, conversations, debates, and other forms of spoken communication.

Speech methods can be used in both quantitative and qualitative research to analyze the content, structure, tone, and impact of spoken language. Researchers may transcribe speeches or interviews, analyze linguistic features, identify themes or patterns in communication, and interpret the meaning behind spoken words. Overall, the classification of methodology into quantitative, qualitative, and speech methods provides researchers with a range of tools and approaches to address their research questions and contribute to the advancement of knowledge in their field[3].

Methodology in research can be classified into various approaches, each with its own set of principles, techniques, and tools. Let's delve deeper into the classification of methodology and explore how speech methods play a role in research:

Quantitative research involves the collection and analysis of numerical data to uncover patterns, relationships, and trends. This approach is characterized by its emphasis on measurement, statistical analysis, and objectivity. Some common quantitative research methods include:

- Surveys: Surveys involve collecting data from a sample population through structured

questionnaires or interviews. The responses are then quantified and analyzed to draw conclusions.

- Experiments: Experiments are controlled studies where researchers manipulate variables to observe their effects on outcomes. Statistical tests are used to determine the significance of results.

- Content Analysis: Content analysis involves systematically analyzing textual, visual, or audio content to identify themes, patterns, or trends. It is often used in media studies, communication research, and social sciences.

- Statistical Modeling: Statistical modeling uses mathematical models to analyze relationships between variables and make predictions based on data. Techniques like regression analysis, factor analysis, and ANOVA are commonly used.

Qualitative research focuses on understanding complex phenomena, experiences, and social processes through in-depth exploration of non-numerical data. This approach values subjective interpretations, context-specific insights, and rich descriptions. Some common qualitative research methods include:

- Interviews: Interviews involve conducting open-ended conversations with participants to gather detailed insights, opinions, and experiences. Researchers may use structured, semi-structured, or unstructured interview formats.

- Focus Groups: Focus groups bring together a small group of participants to discuss a specific topic or issue. The interactions and discussions among group members provide valuable qualitative data.

- Ethnography: Ethnography involves immersing oneself in a particular cultural or social setting to observe behaviors, interactions, and practices. Researchers may use participant observation, interviews, and field notes to collect data.

- Case Studies: Case studies focus on in-depth analysis of a specific individual, group, organization, or event. They provide detailed insights into complex phenomena and real-life contexts.

Speech methods encompass the study of verbal communication, discourse, language use, and conversation in research. These methods analyze spoken language to understand meanings, intentions, and social interactions. Some aspects of speech methods include:

- Speech Analysis: Researchers may analyze speeches, debates, presentations, or other forms of public speaking to examine rhetorical strategies, persuasive techniques, and communication styles.

- Interview Analysis: Interviews are a common source of qualitative data in research. Researchers may transcribe interviews, analyze conversational dynamics, and interpret the content of spoken responses.

- Discourse Analysis: Discourse analysis examines how language is used in social contexts to construct meaning, power dynamics, and identity. It involves analyzing the structure, content, and context of spoken or written texts. By incorporating speech methods into research methodology, researchers can gain valuable insights into the nuances of verbal communication and its impact on understanding human behavior, beliefs, and attitudes[4].

In conclusion, the classification of methodology into quantitative, qualitative, and speech methods provides researchers with a diverse toolkit to address research questions from different perspectives and generate comprehensive insights into complex phenomena. Each approach offers unique strengths and limitations that researchers can leverage based on the nature of their study and the goals of their research project.

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